*Doug Nelson, Jim Kuhlman, Charles Finch, Rich Olson and Henry Mize.*

*Steve Bloom*

**Doug Nelson,** "Our role as Regional Vice Presidents is to respond to the marketplace and our customers in a strategic way."

**Henry Mize,** Vice President Southeast Region Sales, is creating a closer partnership between wholesalers, retailers and PM.

**Charles Finch** views his appointment as crucial in a marketplace that has become more segmented and regionalized.

**Rich Olson,** who is new to PM, sees the Sales Force playing a bigger role in meeting customer needs.

**Jim Kuhlman** recognizes the need for regional programs tailored to customer needs.

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Source: https://www.industrydocuments.ucsf.edu/docs/glwl0000

PEOPLE

**Would you like to appear in a People Portraits? Do you know anyone in the Field you could recommend? See The Back Page for more details.**

# Kris Harkleroad

## Modern Day Cave Woman?

### by Ret. Merch. Ray Lynch

Almost everybody knows Sales Rep Kris Harkleroad, right? She's the Richmond area Rep who always shows up at Section meetings smartly dressed with the long, dangling earrings.

She's also the one who dons insulated, waterproof suits and crawls down into holes in the ground on weekends.

The official name for that hobby is spelunking — more commonly called caving.

Kris works the western part of Richmond, and out along Interstate 64 west. About 70% of her territory lies within the city; 60% of her calls are chains.

She lives in the inner city of Richmond with her husband of seven years, Hully, who is an experienced spelunker.

But Hully did not introduce Kris to caving. In fact, he refused to, because he was unsure of her initial reaction.

Her first trip underground came in the fall of 1987 at the invitation of her former college roommate, president of a local caving society. The society is not merely interested in exploring, but very much involved in the conservation of caves.

Can caving be dangerous? Yes, but Kris notes that, like every sport, "if you follow the rules, caving is very safe."

Among those rules are obtaining permission to cave on private property and always letting someone know where you're going. That way, if you do get lost, a rescue team would look for you.

Safety is also found in numbers. If there are at least three people in the cave and one gets hurt, somebody can stay with the injured person while the other goes for help.

Has she ever been lost? No. "I usually go with someone more experienced."

Kris has been a PM Sales Rep for almost eight years.

*"Take nothing but pictures. Leave nothing but footprints" is a motto of the Richmond area caving society SR Kris Harkleroad belongs to.*

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Source: https://www.industrydocuments.ucsf.edu/docs/glwl0000

# Mike Saunders

## Little People and Big Accounts

Sect. 22 SAM Mike Saunders spends his working hours dealing with big numbers and major chains.

In his spare time, he collects little people. No, he is not an incognito African headhunter. He collects gnome statuette sculptures created by a fellow North Carolinian.

Mike's retail responsibilities include Farm Fresh, Getty Mart, Kroger Mid-Atlantic, Super Fresh of Virginia and 7-Eleven Colonial division. His two wholesale accounts are Old Dominion Tobacco and Richfood.

In all, Mike has over 850 of the approximately 2,000 chain stores in his Section. There are over 400 7-Eleven stores in his workload, and that doesn't include the Roanoke and West Virginia divisions. He also has 150 Getty Marts and 114 Kroger stores.

Mike notes the biggest difference between his job and the Area Manager's is the size of his accounts. "I may deal with five or six contacts instead of one," Mike commented. "For example, with Kroger I deal with one person for merchandising, another for selling in a new brand, another to deal with store sets or someone in accounting. I also have to communicate with National Accounts in New York."

Mike is a graduate of Appalachian State University, with a degree in marketing and a minor in psychology. He has been married to his wife, Vickie, for 16 years.

He started his PM career in 1977 and has held the Sales Rep, ADM and Area Manager positions in North Carolina. In 1987 he moved to Richmond as a SAM.

Mike's affection for gnomes began in 1984. He was thinking about getting involved with collectibles and looking at Norman Rockwell items when he saw the gnomes. "I thought they were the ugliest things I had ever seen," Mike said, but after he heard their story, he became more interested.

One of his first purchases was Crowell, a salesman "who has a lot to crow about" (like all PM sales people!). He also has several railroad pieces because Mike grew up near railroad tracks.

The gnome named Nick is never late for appointments (Mike tries to follow his example) and, of course, there is Tarheel, a gnome from North Carolina.

Mike has over 40 gnomes in his collection. While some are now worth as much as $500, he figures his most valuable piece is worth about $800 — a gnome he purchased for $120.

Mike belongs to a collector's association which publishes periodicals showing the current values of pieces for sale.

"Right now I don't have any for sale," Mike says. "I just collect them for enjoyment."

*"Each gnome has his own story and personality, so I began my collection with figurines I could identify with," says SAM Mike Saunders. He has a salesman gnome and one named Nick, who is never late for appointments.*

---

Ray Lynch is a Retail Merchandiser with newspaper experience who still enjoys putting pen to paper.

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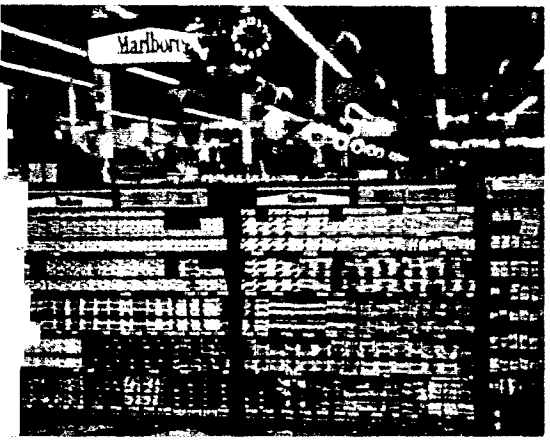
Source: https://www.industrydocuments.ucsf.edu/docs/glwl0000

# Tale of The Sale

The Tale of the Sale tells about implementing strategies in your own words. It's about effectively selling at store level . . . Working programs for carton and package merchandising . . . Making the most of the consumer trend toward pack purchases, for example.

You speak of Combined Presence, of PV, R and C. It's your story of persistence, determination, objectives and accomplishments: attributes which keep you one of the country's best sales forces.

*"It took a year to convince a manager at Smitty's in Joplin, Missouri, that I could increase his sales and improve his competitive Plan A fixtures with customized PM low profile units.*




*When the competition matched my proposal, I used a business review to convince the manager to go with PM. Persistence and determination resulted in his signing Plans A, R, C and a 1000 carton PV. The efforts of RM's Larry Lewis and Wayne Gregory completed the PM look."*

*SR Dave Ruff*
*Joplin, Missouri*

*"After two years of partnering, I achieved the PM Look in Old Berkeley Tobacco, an 800 cpw account in Martinsburg, WV.*

*Special thanks to RM's Mike Peacemaker and Frank Maglio for their professional installation of two Maxi OHPM's."*

*SR Kevin Keefauver*
*Stephens City, Virginia*

*"With PM USA's Bonus Plan, I got a 7-wide AV into Fedco Discount. Sales for Cambridge, Alpine and Bucks are up 25% in this high volume price/value area."*

*SR Samuel Velez*
*Hollywood, Florida*

*"My most important sale this year involved selling and maintaining a Plan R and C3 into Ulbach's IGA. Volume rose from 1200 to 1275 cpw — 80% of the increase is in PM products."*

*SR Monica Houston*
*Dayton, Ohio*

*"In four months, I successfully signed and implemented 26 stores to the CP program. This wonderful program helped me gain 15 new OPM's, 19 pieces of outdoor signage and 32 push/pull decals. Thanks PM for giving us great tools!"*

*SR Pam Yancy*
*Eva, Alabama*

*"Determined to get a PM overhead into an account close to my home, I began calling on the main office of a three store operation which is planning to expand by two outlets. Persistence paid off. I got in two 6' low profile overheads, plus PM is the only tobacco company with a counter display."*

*SR Larry Kolakowski*
*New Philadelphia, Ohio*

*"The new general manager of an eight store convenience/gas chain decided to 'beat the clutter' by removing all cigarette counter and floor displays. Thanks to PM's renowned quality products and superior merchandising, I convinced him to upgrade our counter displays. He's already experiencing higher profits from increased visibility based on s.o.m.*
*"This might not be my most important sales accomplishment of the year, but definitely the most personally gratifying."*

*SR Ann Sikes*
*Sumner, Texas*

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Source: https://www.industrydocuments.ucsf.edu/docs/glwl0000

# Politics, Patriotism and Job

## In the Field

### Politics, Patriotism and Job

Area Manager Sandi Arrington is active in a support group for families with relatives in the Persian Gulf. She writes to seven soldiers and ships packages filled with products from home. "I sent a copy of *Philip Morris Magazine*, a jar of instant Maxwell House coffee, a box of Post cereal and assorted Kraft and General Foods items with extended shelf life. All correspondents express a great deal of gratitude for my support," says Sandi, "and tell me they look forward to my letters."

Sandi also sends cigarettes. "One of the soldiers wrote back to say he switched to Marlboro from a competitive brand. Three of my 'pen pals' already smoke PM brands, and two are non-smokers. Number seven remains a mystery smoker, but I'm sending her Virginia Slims."

Many families in the support group have also switched to PM products as a way of saying "thank you." A local newspaper reporter recently published an article about what Philip Morris is doing for soldiers in the Gulf.

## In the PR Arena

### Marlboro Cards Get Rave Reviews

Last Christmas, in an attempt to do something special for American service men and women stationed in the Persian Gulf, PM USA provided voice-activated Christmas cards for families with relatives in the Middle East.

*AM Sandi Arrington*

More than 80,000 people took advantage of the offer to record and send a ten-second holiday greeting to a loved one overseas. The messages, recorded on tiny chips embedded in picturesque cards, depicted a Western winter scene out of Marlboro Country.

Response has been overwhelming. Hundreds of thank-you letters have been received from grateful family members.

A letter from Jacksonville, North Carolina is typical: "I can't wait for my husband's letter telling me how great it was to hear my voice!" The writer dismissed those who criticized the program because it was provided by a tobacco company, writing "If these men are old enough to be in the military, they are old enough to decide if they will smoke or not smoke."

Most letters praise Philip Morris.

"Your people who coordinated and ran the activity were gracious to everyone I saw. They were smiling and helpful." A couple from Virginia, both Marlboro smokers, wrote: "With all of the turmoil over cigarette smoking, it is nice to see that your company can rise above all of that and do a caring and thoughtful deed . . ."

Both smokers and non-smokers had good things to say.

"I was going to buy two cartons of a different brand while I was at the PX," wrote a smoker, "but switched — to Marlboro."

A non-smoker had this sentiment. "Since we aren't smokers and therefore can't show our appreciation by purchasing your product, I just wanted to let you know how nice we thought this idea was — making the card was a bright spot in a sometimes difficult holiday season."

*Editor's note:*
*Sandi and THE FORCE are happy that the war in the Gulf is now over.*

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Source: https://www.industrydocuments.ucsf.edu/docs/glwl0000

# How 'bout them Giants?

## How 'bout all those entries?

Avid football fans made a big play in THE FORCE's Super Bowl contest. The "superest" response ever. Over 1600 entries arrived in a last minute surge to predict this year's champs and the total number of points scored in the game. It took a lot more than :04 seconds to get into a huddle and pick ten Regional champions. In case of a tie, we held a random draw.

**Region**

1 SR Philip Gunther
SR Vicki Matthews

2 DM Mel Butler
Sect. Office Assist.
Lisa Felland

3 RMA Stanley Simon
SR Ann Sikes

4 RMM Richard Kuchnicki
MR Julie Carroll

5 RM Mark Traynor
SR Lillie Abrams

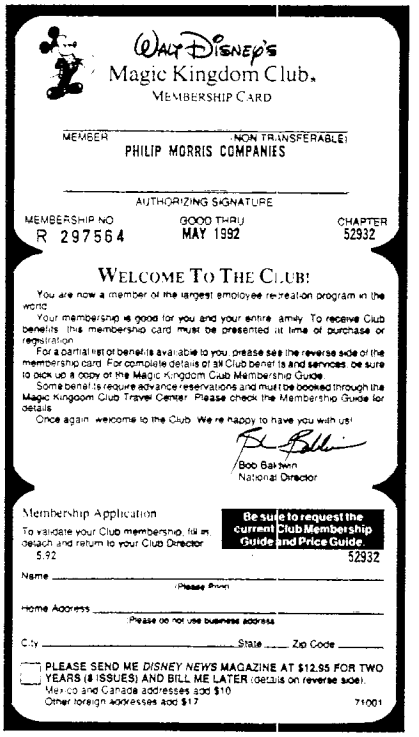
Congratulations to all the winners. Great gifts from the Marlboro Country Store are on the way . . . and thanks again for all those entries.

## Join the Club

Are you and your family planning a trip to Florida or California? If you are, you might want to look into Disney discounts all PM employees are eligible for. Benefits include:

- reduced entry fees
- discount accommodations
- merchandise discounts
- reduced green fees
- airline and rental car discounts

If you are interested in more information, ASYNC your name and Territory Number to THE FORCE. Our ASYNC number is 322-4168. We'll make sure you get more details.



Walt Disney's
Magic Kingdom Club
MEMBERSHIP CARD

MEMBER (NON TRANSFERABLE)
PHILIP MORRIS COMPANIES

AUTHORIZING SIGNATURE

MEMBERSHIP NO R 297564 | GOOD THRU MAY 1992 | CHAPTER 52932

WELCOME TO THE CLUB!

You are now a member of the largest employee recreation program in the world.

Your membership is good for you and your entire family. To receive Club benefits, this membership card must be presented at time of purchase or registration.

For a partial list of benefits available to you, please see the reverse side of the membership card. For complete details of all Club benefits and services, be sure to pick up a copy of the Magic Kingdom Club Membership Guide.

Some benefits require advance reservations and must be booked through the Magic Kingdom Club Travel Center. Please check the Membership Guide for details.

Once again, welcome to the Club. We're happy to have you with us!

Bob Gatewin
National Director

Membership Application

To validate your Club membership, fill in, detach and return to your Club Director.

5.92 52932

Be sure to request the current Club Membership Guide and Price Guide.

Name _____ (Please Print)

Home Address _____ Please do not use business address.

City _____ State _____ Zip Code _____

☐ PLEASE SEND ME *DISNEY NEWS* MAGAZINE AT $12.95 FOR TWO YEARS (8 ISSUES) AND BILL ME LATER (details on reverse side).
Mexico and Canada addresses add $10
Other foreign addresses add $17

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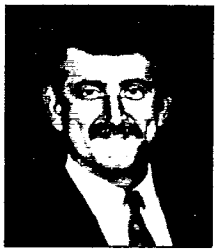
# On The Move

**Sandra Boyd** assumes the Section Sales Supervisor position in Schaumburg, Illinois. She was formerly a Division Manager.

**Kelly Cutshall** has been promoted to Senior Account Manager in Pleasanton, California, from the Division Manager position.

**William F. Gardner, Jr.** moves from Section Sales Supervisor to Region Trainer in Chicago, Illinois.



**Gilbert Gauthreaux** advances to Division Manager from Special Assignment Representative in New Orleans, Louisiana.

**Jane Gillespie** steps up from Sales Representative to Area Manager in Lincoln, Nebraska.

**Laura L. Goodwin** takes over the Division Manager position in Pleasanton, California, where she had been an Area Manager.

**Martha L. P. Ohlweiler** is now an Area Manager in Manchester, Connecticut. She was previously a Sales Representative.

**Victor Valle** is PM's new Division Manager in Sussex, New Jersey. Prior to his appointment, he was a Retail Merchandiser Manager.

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Source: https://www.industrydocuments.ucsf.edu/docs/glwl0000

# Sleuths Come To The Big Apple

Motion. Blinking lights. Interchangeable parts for hardware and large exterior signage. Stands for supermarket flyers. Many of your Case 2 Suggestions are on target for what's going on in the p.o.s. arena.

Ten sleuths from the Field came to The Big Apple Experience as a reward for ***Investigating Solutions*** to Cases 1 and 2.* They participated in a roundtable discussion with senior management and joined Mike Szymanczyk, Senior Vice President, Sales, for lunch in the Executive Dining Room. Their evening ended on a high note after seeing "Buddy" at the Shubert Theater.

**All those who submitted Best Solutions won Sony Watchmans. They were also eligible to participate in a random draw to attend The Big Apple Experience.*

*Mike Szymanczyk, Senior Vice President, Sales (center), presents Pennsylvania SR Ed Murry and Utah RM Mike Wynn (left) with awards for their Best Solutions to Case 2.*

*SR Joyce Keltgen and her Division submitted blueprints for a sales bag to Greg Chapman, Manager, Sales Administration.*

*Many solutions to Case 1 involved desk files. Greg Tarring, Fleet Manager, displays a prototype which incorporates many of the ideas submitted.*

*SR's Joe Cialeo and Sergio Uriarte, Greg Tarring, SR's Jesus Cabrera, Ellen Alden, Pat Botting and Brian Klammer. SR David Smith not shown.*



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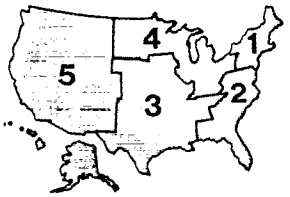
Source: https://www.industrydocuments.ucsf.edu/docs/glwl0000

# NEWS FROM  THE REGIONS

### Welcome

Sales Representatives David Andrews, Scott Warner and Retail Merchandiser Keith Kelly. Also welcome Merchandising Representatives Heather Bowns, Richard Canzoneri, Kathleen May and Merchandising Assistant Lori Howard.

### Anniversaries

20 Years — Merch. Assist. Gloria Horowitz. 10 Years — SR Susan Fetzer, SR Elaine Furda, SR Zemma Garrety, SR Vernon Hunter, SR Scott LaPierre, SR Theresa La Salle and SR John Oatmeyer. 5 Years — SR Andrea Aronoff, SR Michael Bender, SR Michael Bufano, SR Arthur Flaherty, SR Paul Flemming, SR Timothy Glendinning, SR Henry Hoell, SR Lori Masella, SR Willie Powell, SR Karen Smith and SR Michael Thomas.

**SR Frank DeGirolamo** (center) accepts congratulations for ten years from DM Frank Telegadis (left) and SOPM Anthony Keane.

**SR Patricia Reyes-Basch** marks her tenth anniversary with DM Kevin McVeigh (center) and SOPM Anthony Keane.

### Welcome

Sales Representatives Paul Carroll, Richard Lober and Kevin Monahan. Also welcome Merchandising Representatives Judson Cardwell, Larry Carver and Tami Freeman.

### Anniversaries

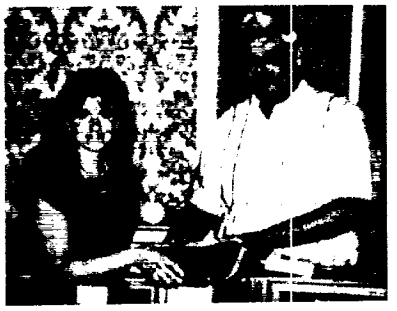
15 Years — DM John Sapey and Sect. Admin. Assist. Kathleen Wood. 10 Years — SR Michael Creel, SR Andrew Do, SAM Gloria Greene, SR Donald Hardge and SR Melvin Smith. 5 Years — SR Kimberly Bennett, DM Don Burchfield, SR's Shirley Crymes and Barbara Farrell-Morris, Sect. Admin. Assist. Norene Guilford, SR James Hunnicutt, Sect. Office Assist. Deborra Jones-Rimple, SR Suzanne Kelly, SR Melanie Motlow-Newhall, SR Donald Sullivan and SR Elizabeth Vick.

### Congratulations To

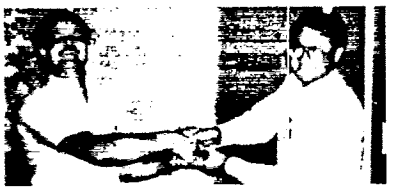
SR Frank Vignone and his wife, Annette, on the birth of Francis Joseph.

### Retirement

Jim Nesbitt



**SR Barbara Farrell-Morris** commemorates her fifth anniversary with DM John Sapey.



Nice going to **SR Jim Wilcox** (left) on his fifth anniversary from DM Phil Duncan.

**SR Charles Hill** (left) is congratulated by DM Keith Heagey on ten PM years.

DM B. T. McNeill presents **SR Suzanne Kelly** with her fifth anniversary gift.

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Fifth anniversary best wishes to **SR Kim Bennett** from DM Rick Suarez.

Bravo to **SR Don Hardge** (left) on ten years with PM from DM Stan Wojcik.

**SR Andrew Do** (right) accepts his tenth anniversary award from DM Brad Campbell.

Congratulations to **DM John Sapey** (center) on his 15th anniversary. SSS Dan Youmans (left) and SSD Wade Lott extend their best wishes.

SOPM Lenny Nelson (left), DM Kathy Bailey and SSD Terry Hanson (right) acknowledge **SR Melvin Smith's** tenth anniversary.

**SR Melissa Wagner** (second right) is proud to join SOPM Lenny Nelson, DM Kathy Bailey and SSD Terry Hanson (right) to mark her tenth anniversary.

**SAM Gloria Greene** receives her tenth anniversary gift from SSD Robert Priddy.

**SR Mike Creel** (left) marks ten PM years with DM Dean Arnett.

SSD Robert Priddy extends special congratulations to Sect. Admin. Assist. **Kathy Wood** on her 15th anniversary.

**SR Suzanne Thomas** is joined by DM Joe Wade (left) and SSD Glen Wren to mark her tenth anniversary.

## Welcome

Sales Representatives Susan Frazee, Mary Hacker, Brett Halsey, John Lee, Theresa Moore, Ervin Nowlin, Elbert Penson, Sherry Pillow and Charles York. Also welcome Merchandising Representatives Cheryl Chapman, Velaunda Nobile, Douglas Peterson and Betty St. Cyr.

## Anniversaries

15 Years — RMM Ed Giancola and AM Gary Milbrath. 10 Years — Sect. Office Assist. Margaret Heilman, AM Catherine Marcotte and SR Manuel Wiley. 5 Years — SR Parris-Lyn Barker, AMMS Leardon Brien, AM Ronald Ferguson, RM Michael Gabriel, SR John Gothia, DM Edward Gray, RM



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Gary Gray, SR Walter Harris, SR David Hepworth, SR Rodger Keele, SR Todd Kline, SR Steve Lee, RM Monte Matar, AMMS Lauren McKay, SR Yolanda O'Leary, AMMS Paul Owsley, SR Brenda Sansone, SR James Spurlock, SR Manning V. Stires, SR Tina Villines, DM Lucille Watkins and SR Robbie Welch.

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**Retirement**

Al Brooks and Gerry Choyke.

**SR Karyn LaFontaine** is joined by SOPM David Gentry, SSD Ward Cashion, DM Earl Bagley and SSS Curley Marcotte (from left) on her tenth anniversary.

DM Olivia Cheeks-Griffiths acknowledges **SR Steve Lee's** fifth anniversary.

**SR Beth McNeece** is all smiles celebrating ten PM years with SOPM David Gentry (left) and DM Rusty Boone.

**DM Al Brooks** (center) merits the spotlight for 28 years. SSS Phil Van Goethen (left) and SSD John Clary extend best wishes at Al's retirement luncheon.

**AM Catherine Marcotte** celebrates her tenth anniversary with SSD Ward Cashion.

**Section Office Assistant Marge Heilman** is presented with her ten year award from SOPM Joe Reed.

DM Joey Andrews (right) extends best wishes to **SR Rodger Keele** on his fifth anniversary with PM.

**RM Gary Gray** (right) reaches the five year milepost with RMM Jenny Baker and SSD Jim Paddock.

DM Rick Linstead and SSS L. O. Thomason (from left) offer congratulations to **SR Manning Stires** on his fifth anniversary.

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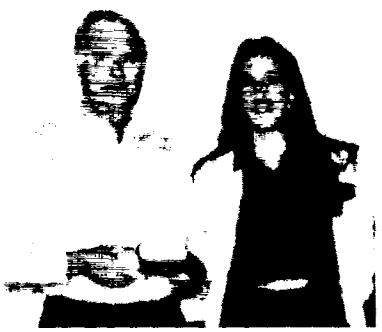
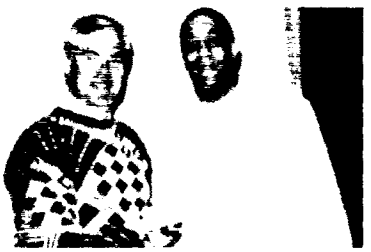
DM Jerry Wylie (left) and SSS L. O. Thomason acknowledge **SR Yogi O'Leary's** fifth PM anniversary.

SSD Jim Paddock (left) and SSS B. W. Clifton have best wishes for **DM Ed Gray** on his fifth anniversary.



**DM Lucille Watkins** gets a nice going on her fifth anniversary from SSS B. W. Clifton.

Congratulations to **SR Parris Barker** (right) on her fifth year with PM. DM Rhonda Nelson extends best wishes.



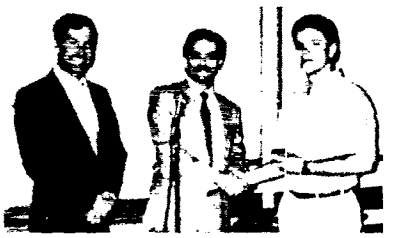
**AM Ron Ferguson** (right) accepts his five year award from SSD Jim Paddock.

**RM Bryan McCollum** (right) marks ten years with PM. DM Bill Ivy offers congratulations.

**SR Laniel Lanaux** (right) gets a round of applause for ten PM years. SSS Don Stephens (left) and DM Thong Hoang join in.

SSS Allen Bishop (left) and DM Steve Wilkinson (right) take time out for **SR Danny Valenzuela** on his ten year milestone.

**RM Robert Young** (center) commemorates his tenth anniversary with SSS John Arizpe (left) and RMM Earl Lair.



**SR John Gothia** (right) marks his fifth year with SSS Don Stephens and DM Tom Juneau (center).

Bravo to **AM Michael Manns** on his tenth anniversary.



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